



FRENCH CONSUMER APPRECIATION OF A NOVEL POLISH-STYLE SAUSAGE

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Background

In Poland, product development of new meat products which are both healthy alternatives as well as novel competitors to the wide range of pork-based products already on the market is being undertaken. Poultry meat is being considered as an alternative using a new source derived from the soft separation of meat and fat from sinew, cartilage and bones, an application employed in the German poultry industry.

After removal of trade restrictions upon entry into an expanded EU, Poland will likely look to increasing exportation of meat products into European markets. To achieve this successfully, any new meat products must meet the demands and tastes, not only of the consumers in Poland, but also of consumers in these potential new markets.

One such new product, that is a development of a typical Polish pork-based smoked sausage, is a poultry-based cheese-filled smoked sausage. Consumer acceptability of this product is currently being studied in Poland. Its acceptability in other markets which are unfamiliar to similar pork-based products is unknown.

Objectives

The objective of this study was to determine consumer acceptability of a novel Polish cheese-filled, smoked poultry sausage in France.

Materials and methods

Sausages were made in Olsztyn, Poland from a combination of turkey, goose and ostrich meats and transported to France in a chilled state. The turkey meat had been obtained using a Baader soft separator machine (Baader 1200-ST, Lubeck, Germany). The sausages that did not have any added fat, were formed with cubes of a low-fat cheddar-type cheese and smoked. For comparison, to be used for French consumers, 3 other types of sausages, of similar diameter, were bought from a French supermarket: a pork chipolata, a pork frankfurter and a poultry frankfurter with a cheese centre (containing a cheese was similar to sour cream).

A total of 72 consumers from the Clermont Ferrand region in Central France tasted the sausages (in April and May, 2003) after completing a questionnaire asking basic socio-demographic information. The consumers were told that some new sausage products were to be tasted and that two contained cheese. No information of the origin of the products, or their contents was given. The sausages were cooked on a plate grill with frequent turning and presented monadically to the consumer. The order of presentation was determined using Latin-square. Consumers were asked to score the acceptability of each product on a 12.5 cm scale from "I don't like at all" to "I like a lot", with a given midpoint. The consumers were encouraged to write comments.

The acceptability results were analysed by ANOVA and differences between sausage types compared using students t-test. A hierarchical cluster analysis was undertaken using the SAS CLUSTER procedure (SAS, 1996). Three clusters were evident considering the 'distance' between clusters and the profile of the resulting graph. A disjoint cluster analysis was carried out using the SAS FASTCLUS procedure (SAS, 1996) forcing the consumers into the 3 different clusters.